



G. H. Moulton
Chain Accounts Manager

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December 4, 1995

To: 1110 ROU
1210 ROU
1310 ROU
1610 ROU
1710 ROU
2910 ROU

Sales		Retail
1221	_____	1222 _____
1222	_____	1223 _____
1223	_____	1226 <u>26</u>
1224	_____	1229 _____
1225	_____	ROM _____
1226	_____	PC SC
1229	_____	MC PA
1240	_____	
1244	_____	RSM RBM

(For All Retail Managers & Reps)

Subject: *Pharmhouse DBA RX Place - \$2.50 Off A Carton of Winston Or Select Brands (ID #1122 00 00)*

\$2.50 off a carton of Winston and Select brands will be run on a special coupon promotion at *Pharmhouse DBA RX Place* stores for the period 12/1/95 - 12/30/95.

The \$2.50 coupons will be redeemed by me, funded with their Co-marketing monies. Store personnel will be attaching these coupons to the cigarettes.

If you are in a *Pharmhouse (dba RX Place)* store in the near future, please ensure this is accomplished and, space permitting, place a floor base display.

Thank you.

Sincerely,

George H. Moulton

GHM/pk
encl.

pharmhouse pro

"We work for smokers."

51855 0895